



Thank you for your interest in fundraising for Stop It Now! and our vital programs. With your help, we can continue to provide free, confidential services and tools to anyone with questions about keeping children safe from sexual abuse. We're grateful to have you on our team!

This fundraising kit will help you get started and feel confident in your role as an ambassador for child sexual abuse prevention and as a fundraiser for the Stop It Now! Helpline and resources. This includes:

1. Our Case Statement, which outlines our mission, vision and approach
2. A fact sheet on child sexual abuse
3. An overview our programs and recent highlights
4. Testimonials from people who have used our services
5. An overview of how fundraisers like you make a lasting impact
6. A guide to our online fundraising tools

In addition to giving you the tools to fundraise, we want to help you feel comfortable talking about sexual abuse prevention. As you reach out to others to support Stop It Now!, you will find yourself initiating a conversation that many people do not want to have. Sexual abuse can be an uncomfortable, emotionally-charged topic. Our goal is never to force others to pay attention to this critical issue. We introduce the idea that *if* someone is asking questions about their child's sexual wellbeing or about their family member's behaviors towards a child, they need to know that support and resources are available for them.

We do ask adults to recognize their role and responsibility in keeping children safe. We acknowledge that it can often feel uncomfortable, and so there are manageable steps for everyone – from just learning more about healthy sexuality to actively speaking up at organizations that serve children about their policies and procedures to keep children safe.

Since our founding in 1992, Stop It Now! has aimed to create an environment of **hope and empowerment**. We focus on what we can do, seeking opportunities to strengthen children's environments and relationships. Even the pictures we use on our materials are designed to convey a sense of calm and hope, never fear or anger. We invite you to share this hope as you bring attention to our work.

How we talk about sexual abuse can shape how the people around us view the issue. Stop It Now! uses person-first language. We believe that by separating out intent from behavior, we can talk about boundary and privacy violations that may put a child at risk without labeling another person. This means that we talk about what someone has done without defining them by their behavior or assigning our interpretation of their behaviors. For example:

- We might say, "It is against our family safety plan to enter the bathroom when someone else is in there without knocking. But we do not assume that a person who

breaks that rule is doing so because they will harm a child.” This allows us to talk with each other about behaviors that could be concerning without making allegations and accusations.

- We say “an adult who has sexually abused a child” instead of “molester,” “pedophile,” or “pervert.” Research in violence prevention and behavior change tells us that when we call someone a name, we are reinforcing the idea and creating barriers to addressing real-life problems. Plus, why call people “monsters” if that is exactly what we *don’t* want them to be?
- We refer to “adults who were sexually abused as children” instead of as “victims” or “survivors”, unless this is of course, their own self-identifying words.

For more information about how we can talk about preventing sexual violence, we recommend you take a look at the guidebook, “[Moving toward prevention: A guide for reframing sexual violence](#)”. Developed by the Berkley Media Studies Group and group of prevention experts, this guide gives great pointers on how to most effectively speak up about your commitment to sexual violence prevention.

More than anything, please speak from your heart and speak simply. The best story is your story. While paying attention to your own safety needs, consider sharing why this issue is important to you. You don’t need all the facts and research – honesty and courage are more than enough!

We are in the midst of a global shift in public conversation about sexual abuse, and you are part of this important moment in time. Whereas even 10 years ago the focus was on responding to cases of child sexual abuse, we’re now talking about preventing child sexual abuse before a child is ever harmed. When you have conversations with your family, friends, colleagues, schools or community, you continue pushing perception forward.

Your voice is vital, and we’re so thankful that you’ve chosen to join with Stop It Now! in keeping children safe. If you have any questions or ideas on how we can support you in raising funds and awareness of child sexual abuse prevention, please don’t hesitate to reach out: jcoleman@stopitnow.org.

Thank you,

Jenny Coleman and all of the Stop It Now! staff

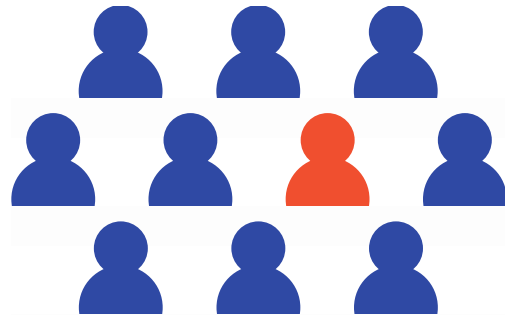


Child Sexual Abuse in the U.S.

Child sexual abuse is a staggering public health issue. Children in all racial, religious, ethnic, gender, sexual orientation and age groups, and at all socio-economic levels are sexually abused.

1 in 10 children is sexually abused. 50% are under age 12.

- In as many as 93% of cases, the child knows the person who commits the abuse.
- Most abusers are acquaintances, but as many as 47% are family or extended family.
- Males make up almost 88% of perpetrators.
- 60% of children do not disclose.
- Up to 50% of cases are perpetrated by someone younger than 18 years old.



Impact of Child Sexual Abuse

The impact of sexual abuse does not end when the abuse ends. Survivors of sexual abuse are at significantly greater risks for severe and chronic mental health issues, including alcoholism, depression, anxiety, PTSD and high-risk behaviors.

By stopping the root causes of childhood trauma, we create communities of supportive adults who can champion other causes that mean so much, such as eliminating poverty, guaranteeing housing and food for children, and access to health care. Stopping child sexual abuse also helps:

- **Deter teen pregnancy.** Girls who have been sexually abused are about twice as likely to become pregnant in adolescence. Almost 50% of pregnant teens report a history of sexual abuse.
- **Support children's academic success.** Girls ages 7 to 12 who have been sexually abused are up to 50% more likely to display diminished cognitive ability.
- **Reduce crime.** Young people who have experienced sexual abuse are 1.7 times more likely to engage in delinquent and violent behavior.
- **Reduce health care problems and costs.** Victims and survivors of child sexual abuse are significantly more likely to experience physical and mental illnesses.



Our Programs

Stop It Now! was founded on the belief that adults are in the best position to keep children safe from sexual abuse. We take a multifaceted approach to preventing child sexual abuse and empowering adults to keep children safe, address concerning behaviors and help children heal.

Help Services

Through our Help Services, we provide direct help to individuals with questions or concerns about child sexual abuse. We offer help for specific situations through a confidential national prevention Helpline (1.888.PREVENT), email and chat services, an interactive Online Help Center, and our “Ask Now!” advice column.

- We respond to more than 1,600 inquiries to our Helpline each year. Every person who contacts us receives individualized support, guidance and resources to keep kids safe.
- A research article about our Helpline was recently accepted for publication by the *Journal of Interpersonal Violence*. The article is titled “I Didn’t Know Where to Go: An Examination of Stop It Now!’s Sexual Abuse Prevention Helpline.”
- In 2012, we partnered with Thorn (wearethorn.org) to deter potential viewers of online child sexual abuse material by responding to searches for child pornography with advertisements directing the user to find help and to not participate in proliferation of child pornography.
- In 2018, we began a relationship with Smith College of Social Work, where graduate students conduct thorough assessments of Helpline calls and results.

Prevention Education

We develop, assess and distribute educational materials through our website, publications, trainings, events and media campaigns. These help community members and professionals recognize harmful behavior and know how to take action – including where to get resources.

- Nearly 1,000,000 people visit our website each year to access free resources, have tough questions answered and learn to protect and help children.
- We collaborated with Thorn to create platform to engage youth before they find harmful images on the internet. Our initial project had 500+ web visits.

- We are eager to expand our online tools. We created a new public service, “Dear Helpline” webinar series, sharing real Helpline emails. In 2019, we began publishing roleplays of tough conversations about boundaries, safety plans and addressing concerning behaviors in adults we love.

Technical Assistance and Training (Circles of Safety)

Stop It Now! provides consulting and our Circles of Safety (COS) training to professionals, youth-serving organizations, coalitions, and community-based programs on strategies, policies and practices for preventing child sexual abuse.

- Circles of Safety has been presented in many states, including Oregon, Indiana, Massachusetts, Connecticut and Illinois. Early childhood care professionals, substitute care providers, therapists, child safety advocates and many others have taken COS trainings to improve their understanding of children’s sexual safety needs.
- 100% of Train the Trainer participants felt confident to train others about prevention.
- 100% of participants in a supervisors training said their awareness was increased regarding best practices to support families to create safe homes, and that they expected to apply the new awareness of prevention in their work.

Prevention Advocacy

We advocate for child sexual abuse to be addressed as a public health priority, encourage increased investment in a full range of prevention strategies, and provide evidence-based information to media, policymakers and advocacy groups.

- We recently developed an Advisory Council of child welfare professionals, researchers and other experts who can help guide and shape our programs and vision for the future.
- We have written press releases on sex abuse in the Catholic Church and on Title IX, as well as on The Bathroom Bill, bringing our informed and experienced perspective on prevention to these conversations.
- In 2019, we were interviewed by *Sports Illustrated*, CBC (Canadian Broadcasting Corporation), *Boston Herald*, and North of Boston Media Group on safety planning in specialized communities, a Massachusetts mandating reporting bill, and sex offenders who change their names



Helpline: Questions & Quotes

The Helpline is the heart of our prevention programs, and it is a working symbol of the philosophy and practice that makes Stop It Now! unique in the field of sexual abuse prevention.

Why do people call?

Since its founding in 1995, the Helpline has offered accessible, confidential information, guidance and support to anyone concerned about their own or someone else's sexualized feelings or behaviors toward children, worried that a child has been sexually harmed, or simply seeking information about child sexual abuse.

"I am desperate to find help for someone I know who has touched a child in my family."

"How do I get my brother help? A few months ago, he told me he'd started having inappropriate feelings towards his roommate's 12-year-old daughter. He has since moved out."

"Our 2-year-old son has a sudden fear of diaper changes. Is this normal?"

"My 17-year-old son is non-offending but attracted to 12- to 14 year-old boys. I'm looking for a qualified therapist who understands mandatory reporting."

"I have found out today that my husband is now under investigation because 2 years ago he had an inappropriate conversation with another man fantasizing about sex with a 15 year-old-girl. Has someone else been in a similar situation?"

"I just found out a sex offender lives next door. I have three small children, and now I'm terrified. Before I

start looking to sell my house and move, how do I find out about his crime?"

"My 4-year-old son just shared that his 6- and 11-year-old female cousins asked to see his privates and said they would show him theirs. What do I say to my son and what, if anything, do I say to the cousins' parents?"

"I've noticed a few times now that my husband has an erection after he played with our children. For example, when they sat on his lap or when he wrestled with them. Is this abnormal? Or is it just an unconscious reaction to touch?"

"Upon checking my 6-year-old's iPhone, I discovered that she had viewed sex videos on the internet. When I asked her about it, she casually said a video popped up and she just kept clicking. Will I open up Pandora's box by asking more questions?"

"My slightly autistic son has admitted to inappropriately touching his youngest step-sister. I want to help make my home safer and more open to where my son can talk to me more. I also need to make sure that my daughter is not at risk as well."

How do we help?

The core of the Helpline's success is in the personalized care, attention and resources we provide. We take a journey with our callers as they tell their story, and we offer expert insights, coach them on next steps and guide them through the information, resources and tools we and others have provided them.

“Stop It Now! has helped me to not only find the information I needed, but has also helped me with how to use it – how to talk with my family and how to approach this in a positive way.”

“Talking to Helpline Staff changed my life. There was some place to go where I could tell my story to people who were experienced and knowledgeable about child sexual abuse. Helpline staff told me about steps I could take to interrupt a situation that worried me. I am very close to the people involved in the situation and the Helpline helped me proceed in a loving way.”

“It's so helpful to have a place where you can call anonymously to get your feelings validated and to know if you're on the right track or not. When you have a situation that you need to respond to immediately, it's great to have a place to call to get information right away about what you can do and where you can go to get help.”

“You are my first link to anything positive happening for my family. I have talked to so many people, and this is the first time I really feel that somebody understands and is really trying to help.”

“You have been so helpful. Now I can hang up the phone and cry.”

“The Helpline made me feel that I wasn't alone with my problems, and it assured me that there is help and people are out there who are willing to help me change my life.”

“I had been struggling with what to do, and you really empowered me to protect my daughter. When I got off the phone, I went and got her away from a risky situation. It made me feel strong.”

“You helped me see that I was under the illusion that this cannot be happening. I think that by doing nothing it helped me believe that nothing was wrong.” “I felt like, ‘If this is really happening, I want a different life.’”

“Calling the Helpline gave me light at the end of the tunnel when before there was none. You offered resources that have already moved things forward for us.”

“Thank you for all you do to help break the cycle of abuse.”

“Thank you for saying that. Nobody ever understood that I could still love the person who abused me.”

“I don't want him to destroy his life or anyone else's. I just want him to get help.”

“I've called other hotlines... and all of the suggestions they made were drastic measures that I wasn't ready or willing to take. Others don't understand the complexity of the situation; it's just not black and white, especially when you are dealing within your own extended family.”

“If I had had a resource like this, I wouldn't be where I am now.”



What Your Gift Means

Your gift helps adults and communities better care for children by providing vital information, practical tools, specialized resources, and guidance to parents, professionals and all concerned adults.

Gifts to Stop It Now! make free resources available for families who need them most. Donations help fund our free Helpline, providing coverage for our phone, chat and email service. Through our Helpline, we help more than 1,600 people each year through personal situations involving children's safety. In the past two years, over 1,700,000 people visited the Stop It Now! website for information about sexual abuse prevention.

Your gift sustains our vital programs and services, in the equivalent of:

- **\$25** - a new [Advice Column](#), which we publish monthly to answer common questions about keeping children safe and healing from abuse.
- **\$50** - updates to our [extensive resource library](#) to reflect findings from our work and the latest research.
- **\$100** - one hour of [Helpline](#) operations, during which time we help an average of three people with individualized guidance to protect children.
- **\$250** - [outreach](#) to more than 20,000 people through our news, listservs and [social media channels](#) to share vital resources, roleplays and more to keep parents and professionals informed.
- **\$500** - the cost to produce a [webinar](#) – from content development to research to production – that expands discussion on child sexual abuse and equips parents and providers to protect children.

Every gift to Stop It Now! makes a difference to protect a child and help families who need care in the aftermath of abuse. *Thank you for your support!*



Fundraising Ideas

Beyond making an individual donation, you can help us grow our network AND our services by introducing your friends, workplace and community to Stop It Now! through a fundraiser.

Using Classy, our peer-to-peer online fundraising platform, or Facebook, you can create your event to easily collect donations to prevent child sexual abuse. If you're running a marathon, dancing in a competition or celebrating a special birthday, you can make a difference for children by designating Stop It Now! as your charity of choice. A few other ideas:

- Celebrate your birthday, anniversary or another milestone by asking friends to donate to Stop It Now! in lieu of gifts.
- Join with your neighbors and have a garage sale, a car wash, or even a bake sale and donate your earnings.
- Part of a sorority, fraternity or other social group? Host a pancake breakfast, donation drive or another community event.
- Love racing, riding bikes or motorcycles? Set up a charity group run or ride and ask people to pledge per mile.
- Go big with a Casino Night, talent show, cook-off or another event!

No matter how you raise awareness and support for Stop It Now!, you're helping children and families. ***Thank you for your support!***



Fundraising Tools

Collecting donations is secure and easy via Facebook or Classy, our online platform. Follow these simple instructions to get started.

Steps to Create a Facebook Fundraiser

1. **Go to www.facebook.com/fund/stopitnow.** Fill in your fundraising goal and end date, and hit next.
2. **Personalize your fundraiser.** Select a title and tell your friends why you are raising money for Stop It Now!. Remember, your friends and family will be interested in the cause, but they are primarily interested in you!
 - Add your own text to let them know why Now!’s mission is meaningful to you and that donating to your fundraiser will help keep children safe from sexual harm. *For ideas, look at our website or Fundraising Kit.*
 - **Pick a cover photo.** Facebook will automatically load a picture from Stop It Now!’s page. To select a different photo, hit the Edit button at the bottom right of the picture. You can choose a different photo from Now!’s page or upload your own photo from your mobile device or computer.
3. **Select “create” to publish your fundraiser to your timeline.** It’s always a good idea to kick off your fundraiser by making the first contribution. This way, your friends and family will know that you are serious about the issue!
4. **Get your friends involved!** Click “invite” or “share” at the top of your fundraising page to let your friends and family know about your fundraiser.
 - Consider reaching out directly to your close friends and family on their Facebook profiles or via a private message, text message, or phone call. A personal message asking for their support will go a long way!
 - When someone donates, make sure to thank them for joining with you. You can post a message directly under their donation notification on your fundraiser page.
 - As your end date approaches, be persistent in posting your fundraiser to your profile and make sure to keep your community updated on your progress.

Steps to Create a Personal Classy Fundraising Page

1. **Go to www.stopitnow.org.** From the header menu, choose Donate, then Fundraise For Us.
2. **Click the Become a Fundraiser button.** Create an account or log in.
3. **Personalize your fundraiser.** Enter your fundraising goal, end date, and headline.
 - You can also enter a short URL, a shorter version of your fundraising page’s website address for easy sharing.
 - We encourage uploading a profile picture to help personalize your page. You can always change your photo later.
4. **Click Finish to see your completed fundraising page.**

To edit your page, click the Manage button. From there, you can change the Story content, post updates, and change the details of your page such as your profile picture.

Collecting Donations Offline

If you’re collecting cash donations, you can donate the total collected to Stop It Now! at www.stopitnow.org/donate or mail a check to:

Stop It Now, Inc.
351 Pleasant Street, Suite B-319
Northampton, MA 01060

Logos, Images & More

Download versions of our logo, sample graphics and other design elements for flyers or to share on social media: www.stopitnow.org/logos

*No matter how you fundraise for Stop It Now!, thank you
for supporting our mission to keep children safe from sexual abuse.*